GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

AHDD&F Department – Organic Dairy Farming - Promotion of organic A2 cow milk production through Indigenous Cow Farms – Approval of project proposal – Orders – Issued.

ANIMAL HUSBANDRY, DAIRY DEVELOPMENT & FISHERIES (AH.I) DEPARTMENT

G.O.MS.No. 5 Dated: 11-01-2021.
Read:-

From the Director, Animal Husbandry Department, e-file No. AHF02/86/2020-Q-MGNREGS-DAH(1311926), Dt:07.01.2021.

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O R D E R:

Government after careful consideration of the circumstances stated by the Director of Animal Husbandry, Andhra Pradesh, Vijayawada in the reference read above, hereby approve the project proposal of Organic Indigenous Cow Rearing Farms with funding pattern of RKVY 2021-22, interest subvention under Agriculture Infrastructure Fund and NAFCC funds, mentioned therein; to promote Indigenous cattle breeds and A2 milk production and marketing; subject to approval of SLSC and release of funds for the proposed project.

The salient features of the project, together with funds requirement for implementation of the project are as follows:

Eligibility:

- The farmers / entrepreneurs should have 2-5 acres of own land / leased land for shed construction and fodder development.
- Aptitude for organic dairy farming.
- The Joint Liability Groups (JLG's) interested in Indigenous cow rearing

Salient features of National Adaptation Fund for Climate Change (NAFCC) Project:

This is a centrally Sponsored scheme under implementation in the state.

PROJECT IMPLEMENTING LOCATIONS:

S. No.	District	Mandal	Village
1	Nellore	Alluru	North Alamuru
		Podalakuru	Bidadavolu
2	Vizianagaram	Cheepurupalli	Peripi
		Badangi	Veerasagaram
3	Anantapuram	Dharmavaram	Gotluru
		Pamidi	Venkatarajukaluva

Selection of Beneficiaries:

Beneficiaries shall be selected by the following District Level Selection Committee:

1. Joint Collector (RB) – Chairman
2. AGM, NABARD – Member
3. Lead Bank Manager – Member
4. Joint Director(Agri) – Member
5. Joint Director(AH) – Member Convener

Selection of beneficiaries in NAFCC program is through Gramasabhas who are having 1-2 Indigenous pregnant cows as per the scheme guidelines and vetted by the District evel selection committee.

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Aim of the proposed project:

- To characterise the breed in terms of qualitative/quantitative traits and conserve the germplasm of elite/unique animals.
- Production and promotion of A2 milk.
- Processing of Indigenous cow milk and milk by-products.

ADVANTAGES OF INDIGENOUS COW FARMING:

- Indigenous cattle are considered as one of the largest dairy breeds in India, hence has more value.
- The milk from the Indigenous cows is considered to be of premium quality due to the presence of A-2 beta casein protein substance.
- Sustainability in adverse environmental conditions and habitats.
- Low maintenance of Indigenous cow farming.
- The high average lifespan (12 to 15 years), high fertility rate and high resistance to diseases and low mortality rate of Indigenous cows.
- The value of the A2 milk in the market is high and there is huge demand for consumption of A2 milk and milk products.

OBJECTIVES:

- Sustainable development and genetic upgradation of genetic resources of Indigenous cows in India.
- Conservation and development of Indigenous Breeds of cows and improved management of cows of the country.
- Enhanced production and productivity throughout country leading to higher farm income and better quality of life for the dairy farmers.
- Effective implementation of laws for welfare of the cows and its progenies in the country and for protection and development of cows and their progenies.
- To promote self employment in the Dairy Sector.
- Encouraging shifting from chemical agriculture to organic farming.
- Integrated cycle of cow based products and its backward-forward linkages for income and employment generation in rural areas.

Value addition products from Indigenous Cows:

1. Jeevamrutham: Beneficial microbes present in the mixture made from cow dung and urine makes soil fertile.
2. Ghana Jeevamrutham: Dried and sieved powdered cow dung Farm Manure.
3. GO-ARK – Gomutra-Ark: Cow urine is used as a ayurvedic medicine.
4. Cow dung soaps, Mosquito repellents, Dhoop sticks, cakes etc.

Capacity Building:

- Conduct of awareness programs for department officials and farmers on benefits of rearing indigenous cattle vs crossbreds/exotic breeds.
- Create knowledge management and skill development opportunities for managing the cattle sustainably in a future scenario.
- Master trainers will be trained in reputed organic dairy farms viz., Surabhi Goshala, Perikalapadu, Krishna (Dist) etc., for dissemination of information to field level.

Proposed Government support:

- Government will handhold the project by providing subsidy, Bank loan, Certification, Branding and marketing of products.
- Certification of milk and by products by competent authority.
- Branding of A2 milk as "**Go Pushti'** and marketing of A2 milk and products through Amul outlets/Fisheries department retail outlets/ Janatha bazaars.

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- Ethno- Veterinary treatment will be provided by trained Veterinarians.
- Publicity through Posters, Pamphlets, Videos and social media.

Demand Forecast and Distribution:

- Organic A2 milk demand forecast will be collected by the village secretariat / ward secretariat volunteers.
- The availability of milk will be made visible at kiosks placed in RBKs.
- Consumer will place order at RBK's/ ward secretariat for supply of milk and distribution mechanism will be evolved.
- Volunteers may be given Rs.1/ litre of milk as incentive by the dairy farmer, towards collection of demand forecast for organic milk.

Composition of Indigenous cow farm Unit Cost:

S. No.	Name of the Item	Unit Cost in Rs.	Total Amount Rs. in Lakhs	10 Districts in AP	3 NAFCC Project Districts
				Amount required for 40 units Rs. in lakhs	Amount required for 18 units Rs. in lakhs
1.	Cost of the 25 Indigenous Cows (Gir, Sahiwal, Ongole etc.)	70,000	17.50	700.00	315.00
2.	Construction of sheds, fencing and other infrastructure	10,00,000	10.00	400.00	180.00
3.	Cost of Equipment (Milk and By products processing equipment, chaff cutters, bush cutters, distillery unit	1,12,750	1.13	45.20	20.34
4.	Maintenance Cost in processing and value addition of products	1,37,250	1.37	54.80	24.66
	TOTAL		**30.00**	**1200.00**	**540.00**

Funding pattern for Indigenous cow farm units:(10 Districts in AP)

1. Proposed cost of each Indigenous Cow Farm Dairy Unit : Rs 30.00 Lakhs
   (25 Indigenous Cows).
2. Beneficiary Contribution (10%) for each unit : Rs.3,00,000.
3. The Subsidy support of (40%) for each unit : Rs.12,00,000
   from RKVY 2021-22 funds.
4. The loan component (50%) from Commercial Banks : Rs.15,00,000
   with 3% interest subvention under Agriculture Infrastructure
   Fund towards infrastructure cost

S. No.	Name of the Item	No. & Amount Rs.in Lakhs
1	No. of units	40
2	Unit Cost	30.00
3	Beneficiary contribution (10%)	120.00
4	Loan from Commercial Banks (50%)	600.00
5	GOAP Assistance 40% RKVY 2021-22 funds	480.00
6	Total cost	1200.00

Funding pattern for Indigenous Pregnant Cow Farm unit under NAFCC:
(3 districts in AP)

1. Proposed cost of each Indigenous pregnant Cow Farm Dairy Unit -
   (25 pregnant Indigenous Cows) : Rs 30.00 Lakhs

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2. Beneficiary Contribution (25%) for each unit : Rs. 7,50,000.
3. The Subsidy support of (75%) for each unit : Rs.22,50,000
from NAFCC funds.

S.No	Name of the Item	No & Amount Rs.in Lakhs
1.	No. of units	18
2.	Unit Cost	30.00
3.	Beneficiary contribution (25%)	135.00
4.	Govt Subsidy of (75%) from NAFCC funds (50%)	405.00
5.	Total cost	540.00

2. The Director of Animal Husbandry, Andhra Pradesh, Vijayawada shall take further necessary action accordingly as per rules in force.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

POONAM MALAKONDAIAH
SPECIAL CHIEF SECRETARY TO GOVERNMENT(FAC)

To
The Director of Animal Husbandry, Andhra Pradesh, Vijayawada.
Copy to:
PS to Additional Secretary to Chief Minister (CM), A.P. Secretariat.
PS to Minister (AHDD&F), A.P. Secretariat.
PS to Special Chief Secretary to Government, AHDD&F Department, A.P. Secretariat.
PS to Special Chief Secretary to Government, A&C Department, A.P. Secretariat.
SF/SC.

// FORWARDED:: BY ORDER//

SECTION OFFICER